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ABSTRACT

The 37 essays in this collection describe the usefulness of general semantics in different daily situations. After an introduction by Alvin Toffler, "The Relevance of General Semantics," essays in the collection include: "Time-Binding To Build a Fire" (James D. French); "To Be a Poet a Thousand Years Hence" (James Elroy Flecker); "In Pursuit of Safer Driving" and "Can They Persuade You?" (Gregory Sawin); "Silent Knight: Protecting Yourself with Silence" (Dennis Reuter); "Escape from a Frozen Universe: Discovering General Semantics" (Paul Dennithorne Johnston); "The Nine-Dot Problem" (Robert Wanderer); "Writing to Real People" (Andrea Johnson); "Statement of Fact or Statement of Inference" (Ruth Gonchar Brennan); "An Exercise in Reporting" (Ruth McCubbrey); "Do Away with 'To Be'--There, Pupils, Lies the Answer" (E. W. Kellogg, III); "Authority of Words: Uncertainty of Life" (Rachel M. Lauer); "Critical Thinking for Survival in the 21st Century" (Kenneth G. Johnson); "General Semantics and Intercultural Communication" (Mitsuko Saito-Fukunaga); "General Semantics and Cultural Diversity" (Gregg Hoffmann); "Flags, Symbols and Controversy" (Russell Joyner); "On Becoming an Ex-Centric" (Emory Menefee); and "Management of Stress" (Milton Dawes). Three appendixes conclude the collection: (1) "Don't Jump to Conclusions"; (2) "General Semantics Tools"; and (3) "Readings and Resources." (NKA)

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